

Bullying is a serious problem

Being bullied at school can seriously affect your physical and mental health.¹

The majority of reported bullying (90%) happens during school break times.²

In Australian schools, bullying affects approximately 1 student in every 4.³

Cyberbullying is increasingly becoming a danger to young people in Australia; affecting at least 1 in 10 students. It can happen at any hour, anywhere and reach a vast audience.⁴

Children who bully others at the age of 14 years are likely to still engage in aggression at the age of 32 years and to have children who themselves engage in bullying and aggression.⁵

“Bullying can be very harmful and it should not be part of anyone’s growing up.”



1. Bond, L., Carlin, J., Thomas, L., Rubin, K. & Patton, G. (2001) Does bullying cause emotional problems? A prospective study of young teenagers. *British Medical Journal*; 323, 480-484.
2. Wolke, D., Woods, S., Stanford, K., Schulz, H. (2001) Bullying and victimization of primary school children in England and Germany: Prevalence and school factors. *British Journal of Psychology*, 92, Issue 4. 673-696.
3. Cross, D., Shaw, T., Hearn, I., Epstein, M., Monks, H., Lester, L., & Thomas, L. 2009. Australian Covert Bullying Prevalence Study (ACBPS). Child Health Promotion Research Centre, Edith Cowan University, Perth.
4. Ibid
5. Hemphill, S. A., Toumbourou, J. W., & Catalano, R. (Eds.). (2005). Predictors of violence, anti-social behaviour and relational aggression in Australian adolescents: A longitudinal study. Melbourne: Centre for Adolescent Health.

Who can help?

The Alannah and Madeline Foundation
amf.org.au

National Centre Against Bullying
ncab.org.au

Kids’ helpline
kidshelp.com.au

Cybersafety help
cybersmart.gov.au/report.aspx

Australian Federal Police
afp.gov.au
Report e-crimes or online behaviour that involves sexual exploitation of a child.

Bullying. No way!
bullyingnoway.com.au

Reach Out
au.reachout.com

beyondblue
beyondblue.com.au



Remember...

Bullying is everyone’s responsibility.

Bullying hurts. If it happens to you, tell someone.

The Alannah and Madeline Foundation

Keeping children safe from violence



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Bullying hurts...

The Alannah and Madeline Foundation

Keeping children safe from violence





What is bullying?

Bullying is when someone (or a group of people) with **more power** than you **repeatedly** and **intentionally** uses negative words and/or actions against you, which causes you distress and **risks your wellbeing**.¹

Five kinds of bullying

1. Physical bullying

e.g. hitting, poking, tripping, pushing or damaging someone's belongings.

2. Verbal bullying

e.g. name calling, insults, homophobic or racist remarks and verbal abuse.

3. Social (covert) bullying

e.g. lying, spreading rumours, playing a nasty joke, mimicking and deliberately excluding someone.

4. Psychological bullying

e.g. threatening, manipulation and stalking.

5. Cyberbullying

Using technology (e.g. email, mobile phones, chat rooms, social networking sites) to bully verbally, socially or psychologically.

Bullying isn't. . .

- mutual arguments and disagreements
- single episodes of social rejection or dislike
- single-episode acts of nastiness or spite
- random acts of aggression or intimidation.

1. National Centre Against Bullying

Things you can do if your child is being bullied

1. Talk

Start a conversation about being bullied. But don't make it intense or you might deter them from talking to you.

2. Listen

Hear the whole story without interrupting. Ask what they want to happen **before** you make any suggestions.

3. Explain

It's normal to feel hurt. It's **never** OK to be bullied, and it's NOT their fault.

4. Find out what is happening

Ask what, when and where the behaviours occurred, who was involved, how often and if anybody else saw it. Find out if any teachers know and if the school's done something to address the situation.

5. Contact the school

Check the school's bullying policy. Make an appointment to speak to your child's teacher or coordinator. Be calm! Make a follow-up appointment in a week or two to make sure the situation is being addressed. Take your child.

6. Give sensible advice

Don't advise your child to fight back. **Don't** explain that the child doing the bullying did not mean it—they did. **Don't** tell them it will go away—it probably won't. **Don't** let your child stay away from school—it won't solve the problem.

7. Help your child work out some things to do

Look at the 'Top tips for kids' and help your child practise some useful strategies.



Top tips for kids

You always have the right to feel safe at school. It is never your fault if bullying happens to you.

If you're being bullied...

- tell the person to stop
- use neutral language to respond to the bullying, like 'maybe' or 'that's what you think'
- walk away
- try to act unimpressed.

But if it's been going on for a while and these don't work...

- talk to your friends and ask for support
- talk to your parents
- talk to a teacher.

If you see someone else being bullied...

- tell the person acting like a bully to stop
- talk to a teacher
- don't watch or join in
- try to change the subject
- try to comfort and/or include the person who's been targeted
- explain that it's nothing to do with them—it's about the other person's behaviour.

If you are cyberbullied ...

- don't respond to the message or image
- save the evidence
- block and delete the sender
- report the situation to the website or Internet Service Provider
- tell trusted people—friends, adults, teachers, parents and police if necessary.